

REPORT

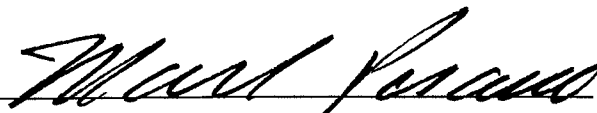
TO: Administration Committee
Regional Council

FROM: Sam Mehta, Contracts Manager (213) 236-1813
Email: mehta@scag.ca.gov

SUBJECT: Approval of Contracts Over \$25,000

DATE: February 9, 2004

EXECUTIVE DIRECTOR'S APPROVAL



RECOMMENDED ACTION: Approve Contracts

SUMMARY:

- **The following consultant contract is recommended for approval:**
Cerrell Associates NTE \$499,049
- **The following consultant contract amendment is recommended for approval:**
System Metrics Group, Inc.-This Amendment NTE \$150,000
Total Contract Value NTE \$899,992

FISCAL IMPACT:

The Work Element is listed on the detail page for each contract. Included is the Work Element and category of funding, for example FHWA, FTA, indirect.

RC/ADMIN Agenda 3/4/04
PC DOC#95599

CONSULTANT CONTRACT

Consultant:

Cerrell Associates

Scope:

The Consultant will provide public communications, media relations and public affairs services to the Southern California Association of Governments. The Consultant will be responsible for providing strategic counseling and coordinating and implementing communications outreach to and among Regional Council members and other stakeholder organizations. In addition, the Consultant will provide public outreach and media relations' support in connection with SCAG's regional programs, policies, plans and activities, and develop and enhance materials to assist SCAG in communicating on a regular basis with a variety of audiences. This is a 24-month contract (12-month base period plus an option to renew for an additional 12 months).

Contract Amount:

Total not to exceed (24 months)	\$499,049
Cerrell Associates (prime)	\$479,049
Estela Lopez Consulting (subcontractor)	\$ 20,000

Contract Period:

April 15, 2004 through April 15, 2006

Work Element:

04-810.SCGC1	\$52,000	Funding Source: Indirect Overhead
05-XXX	\$249,688	Funding Source: Indirect Overhead – subject to approval of SCAG's FY 04-05 budget
06-XXX	\$197,361	Funding Source: Indirect Overhead – subject to approval of SCAG's FY 05-06 budget

Request for Proposal:

SCAG staff mailed postcards to 132 pre-qualified firms on SCAG's bidders list to notify them of the release of RFP No. 04-016. The RFP was also posted on SCAG's web site. The following five proposals were received in response to the solicitation:

Adler Public Services (no subcontractors)	\$499,282
Cerrell Associates (1 subcontractor)	\$499,049
Fleishman-Hillard (no subcontractors)	\$489,262
MBI Media (no subcontractors)	\$472,640
Valencia, Perez & Echeveste (2 subcontractors)	\$499,800

Selection Process:

The Proposal Review Committee (PRC) evaluated all five proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with four offerors.

The PRC was comprised of the following individuals:

Councilmember Keith McCarthy, City of Downey, SCAG Regional Council Member

Mayor Lee Ann Garcia, City of Grand Terrace, SCAG Regional Council Member

Francisco Oaxaca, Manager of Media and External Communications, Metrolink

David Sosa, Chief, Regional Planning Branch, Caltrans District 7

Cheryl Collier, Communications Supervisor, SCAG

Basis for Selection:

The PRC recommends Cerrell Associates for the contract award because of Cerrell's comprehensive approach to public communications, thorough knowledge of SCAG, its operations, subregional efforts, impressive responses to the questions posed during the interview, and excellent past performance record. Cerrell Associates received the highest evaluation score of the four consultants interviewed. Although Cerrell Associates did not have the least expensive proposal, the PRC felt that the superior quality of Cerrell's proposal and interview performance well outweighed the cost differential between Cerrell Associates and other bidders.

CONSULTANT CONTRACT AMENDMENT

Consultant: System Metrics Group, Inc. (SMG)

Scope: SMG was awarded Contract No. 02-042 for Project Management and Technical Support Services for RTP Implementation and Update. SMG is performing technical support services for SCAG for the update of the 2004 RTP pursuant to a multi-year contract that was awarded in April of 2002.

The purpose of this amendment is to include preliminary corridor evaluation for specific corridors, focussed stakeholder outreach and consensus building, development and organization of the responses to comments on the Draft 2004 RTP, evaluation and performance analysis of additional modeling scenarios, professional services in proofing the final RTP and getting it print ready, and assistance to SCAG staff in preparing the submittal package for FHWA, FTA, and EPA for certification as well as transportation conformity determination.

The additional professional services are needed to resolve key corridor improvement issues (such as US-101, I-710 etc.), addressing state budget shortfall issues that emerged after the release of the Draft RTP, reinforcing the validity of the new funding strategies, and integrating growth visioning into the RTP.

The contract end date will remain June 30, 2004, which will allow sufficient time to perform the additional work.

Contract Amount:	This amendment is for	\$ 150,000
	Original contract is for	\$ 749,992
	Total contract value is not to exceed	\$ 899,992
	(This amendment is within the 30% limitation)	

Contract Period: April 3, 2002 through June 30, 2004

Work Element:

02-008.SCGC1	\$100,000	(Funding source: FAA)
03-010.SCGC2	\$450,000	(Funding source: FHWA, FTA, and TDA)
04-010.SCGC1	\$100,000	(Funding source: FHWA and TDA)
04-010.SCGC1	\$249,989	(Funding source: FHWA and TDA)

Request for Proposal: Not applicable

Selection Process: Not applicable

Basis for Selection:

SMG was awarded a multi-year contract (02-042) in April 2002 for Project Management and Technical Support Services for RTP Implementation and Update.

The Consultants quality of support services provided to SCAG have been excellent and their efforts to date have resulted in a successful release of the Draft 2004 RTP in early October 2003.

The most practical means to accommodate the additional work that must be accomplished is to amend the existing contract with SMG. This will facilitate a seamless adoption of the RTP and allow the Consultant to perform the additional effort, which builds on the work they have already completed.

The contract amendment supports the overall work towards adoption and implementation of the 2004 RTP. The work that will be performed under this amendment will result in a robust RTP that enjoys a stronger consensus among the stakeholders. Furthermore, the additional work will result in the adoption of an RTP that is technically sound, legally defensible and responsive to the stakeholders' needs in the face of the fiscal uncertainties and challenges that the region faces. It is crucial that this amendment be authorized for a timely adoption of the RTP and to obtain final certification of the plan and transportation conformity determination by the federal agencies.